

May 2, 2005

To Whom It May Concern:

I've just read an article about obesity in children due to marketing and TV/Video games. At the end of the article, it mentioned that interactive TV is now on the horizon and it may allow advertisers to have direct links to websites through the TV.

I am in the IT/training profession and understand and respect technology. However, when technology is used and abused by adults attempting to corner the market on selling to children, that's where I draw the line. I can understand the use of interactive TV, and I think it's a great idea for some programs on Discovery, Bravo, and Travel channels to learn more about a topic, but not for advertising. Especially advertising aimed at children.

I have a six-year old boy who loves Cartoon Network. I watch it with him at times and I also limit what programs he watches and how much. Unfortunately, the **toy** commercials bombard the screen every 5 minutes. Man, does he want EVERYTHING he sees in these commercials. He doesn't comment on the food commercials and he usually doesn't ask for specific marketing items at the grocery store. But I can see it being a huge problem with other families.

If this interactive TV technology is accepted in the marketplace, I urge you to be smart and think of our children. Please make this technology optional, or be able to turn it off from TV sets (or child lock it) and/or don't allow commercialization to children or during children's programming time and channels.

Sincerely,

Kimberly Cook
2350 C Avenue NE
Cedar Rapids, IA 52402
319-981-4259